

Product Samples/Picture Permit Webinar Questions

June 5, 2013

Product Samples

Q: Do I understand it correctly; Flat-Size mail does not qualify for the promotion?

A. Standard Mail flats do not qualify for the Product Samples Promotion

Q: We are a business-to-business service organization. We would have more than 200 targeted sample mailings, but nationwide, not saturated by route. Would the sample mailings promotion still apply?

A. If the samples are sent as Marketing Parcels they are eligible for the promotion discount.

What is the maximum discount for volume?

A. There are no maximums on the 5% promotion discount. The price break on simple samples is set in DMM

Also, what happens if the sample is shaped like a small Pringles can? It will be almost identical in height, width, and depth.

A. If this were sent as a simple sample it would be a large simple sample because the depth would exceed the 1/2 inch maximum.

Picture Permit

Q: Tim - how long should the picture permit approval process be?

A. The length of time for the authorization process depends on type of Picture Permit Indicia design. Please review the Technical Requirement document posted on RIBBS and usps.com for specific details.

Q: Is there an additional annual fee for a picture permit?

A. There is no annual fee for Picture Permit; the fees associated with Picture Permit are 1¢ per mailpiece for First Class Mail and 2¢ per mailpiece for Standard Mail.

Q: If a mailer prints 50,000 envelopes with Picture Permit, but only uses 40,000 for mailings through Sept 30, will they be able to continue using all remaining envelopes (without the discount.)

A. Yes, the remaining envelopes with an approved Picture Permit Indicia could be mailed at a later date, however the associated fees would need to be paid.

Q: Would I need to register at each of my mail house locations? For instance- CA, IL and MA.

A. The first step to be eligible for the promotion is to complete the 4 step authorization process. A mailer must have an approved Picture Permit design before registering for the promotion. A 3615-A would need to be submitted for each permit to be used.

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Picture Permit (cont.)

Q: The form for 3615-A shown in the webinar (June 2013) is different than the one available on the website (May 2012). When will the updated form be available?

A. The new 3615-A should be available within the next week. However the original version is still acceptable in the meantime.

Q: Do I understand it correctly; Flat-Size mail does not qualify for the Picture Permit promotion?

A. Correct, Picture Permit is only available on Standard and First Class Mail letters and postcards.

Q: Do customers have to go through the approval process for each format (postcard, letters), even if using the same image?

A. Correct, if what was approved was on a postcard and the mailer would like to change to an envelope, it will need to go through the authorization process.

Q: For a picture permit that uses a picture QR code be used?

A. No, QR codes cannot be used as a Picture Permit.

If a mail house has applied and been approved for Picture Permit, do they need to reapply for each time they change the permit picture for each client?

A. Yes, each design must be submitted for authorization. Additionally, if a design was approved on a postcard but the mailer would like to switch to an envelope, it would need to go through the authorization process.

Are there any examples of mail pieces or mailers who can demonstrate metrics for the successful implementation of picture perfect. Does Engineering have a summary to describe the most frequent reason for rejection?

A. At this time, mailers approved to use Picture Permit have not authorized the USPS to share their data around the use of this product. Not following the indicia guidelines as outline in DMM

Picture permit: How is the extra 1 cents or 2 cents paid for at the post office? Is there a place on the statement that it is tabulated?

A. Yes, the postage statement has a place that include the Picture Permit Fees

If you have additional questions about USPS Promotions and Incentives program, please send them to the Program Office at mobilebarcode@usps.gov.